

PROJECT NUMBER : 2304/4031
PROJECT TITLE : Product Development, U.S.A.
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PERIOD COVERED : July, 1991

I. LOW TAR/HIGH FLAVOR

PROJECT BOLD

- A. **Objective:** Develop 1mg 85mm and 2mg 100mm regular and menthol products competitive with Now and Carlton.
- B. **Status:** A confirmation factory trial was completed at Cabarrus on July 26 which included a primary run as well as a cigarette manufacturing test of two tipping paper pressure drops for both 83mm and 100mm box designs. The trial product has been submitted to both QA and R&D for analysis.

Data has been received for the 85mm and 100mm 3mg and 4mg tar baseline matrix using blend, ventilation, and cigarette paper as the variables. Subjective evaluations have warranted a request to Filtrona for filters to achieve a lower RTD on both the 3mg and 4mg models. Primary/Make-Pack requests are being submitted for 85mm and 100mm models using two blends [298 (38% JET)/244 (50% JET)] and three filters (current DPCC/modified DPCC/1.8 DPF tow).

- C. **Plans:** Continue development work to optimize subjectives and achieve target deliveries for 3mg and 4mg products. Finalize product specifications for BOLD 1mg KS/2mg 100mm.

II. PROJECT AMBROSIA

AMBROSIA I

- A. **Objective:** Develop a 23.0 circumference aromatic sidestream product as well as a 24.8 circumference 85mm and a 24.0 circumference 100mm and apply this technology to other products.
- B. **Status:** Two prototypes incorporating CR-2950, and their respective controls, have been received from Paper Technology. Subjective mainstream and sidestream evaluations are in progress.

Ambrosia I POL's 0591 (100mm Regular, 24.8mm, .15mg/cigt A-150) and 0676 (100mm menthol, 24.8mm, .15 A-150) were shipped on July 22 and July 29.

Ambrosia I (85mm/24.8mm regular and menthol) models were made in Semiworks on July 24. Samples included 9mg and 11mg models for subjective evaluation.

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C. Plans: Evaluate and select most appropriate 85mm prototype for consumer testing.

III. PROJECT MARLBORO

A. Objective: Design and develop Marlboro products as possible line extensions.

B. Status: Product specifications (preliminary) are complete for MF Medium 100's SP and FTB and have been distributed to Operations Services. Plans call for Cabarrus to manufacture the FTB and the Manufacturing Center to make the soft pack. Currently, we are in the process of arranging factory trials at these locations to finalize tipping paper pressure drop and evaluate one row of perforation instead of two rows.

C. Plans: Finalize factory trial schedule and produce/evaluate product.

IV. BRAND EXTENSIONS

A. Objective: Design and develop extensions and modifications to existing brand families.

B. Status:

Parliament Lights Menthol: Factory trials for the 100's SP, LS 20's FTB, and LS 10's FTB were completed at Stockton Street. Product has been submitted for analytical evaluations.

B&H KS: Cigarette designs have been finalized for POL prototypes using two menthol production fillers and two production menthol-on-foil levels.

C. Plans: Complete subjective evaluations of Parliament Lts menthol products. Fabricate and evaluate POL prototypes for B&H KS menthol.

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